

Fig. 1  
ITV System

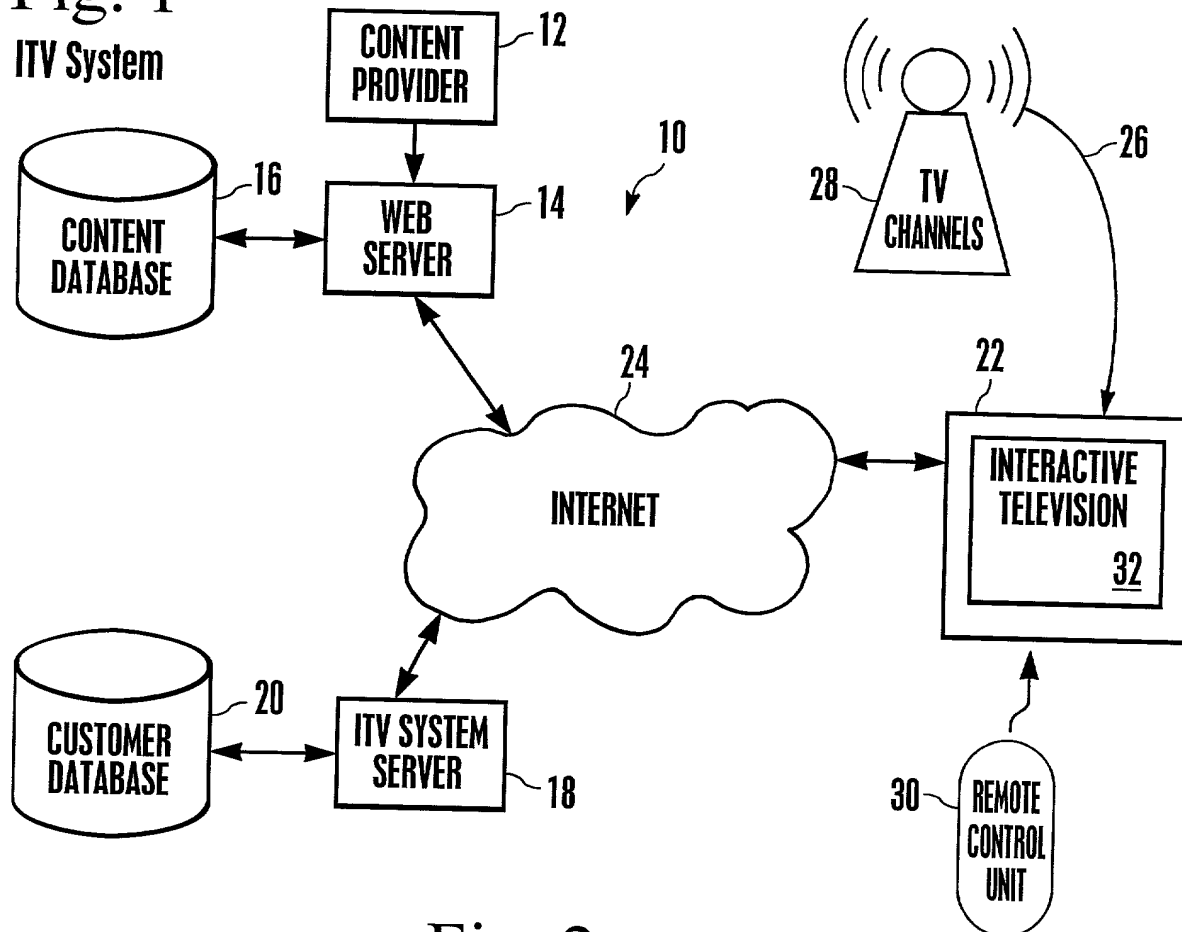
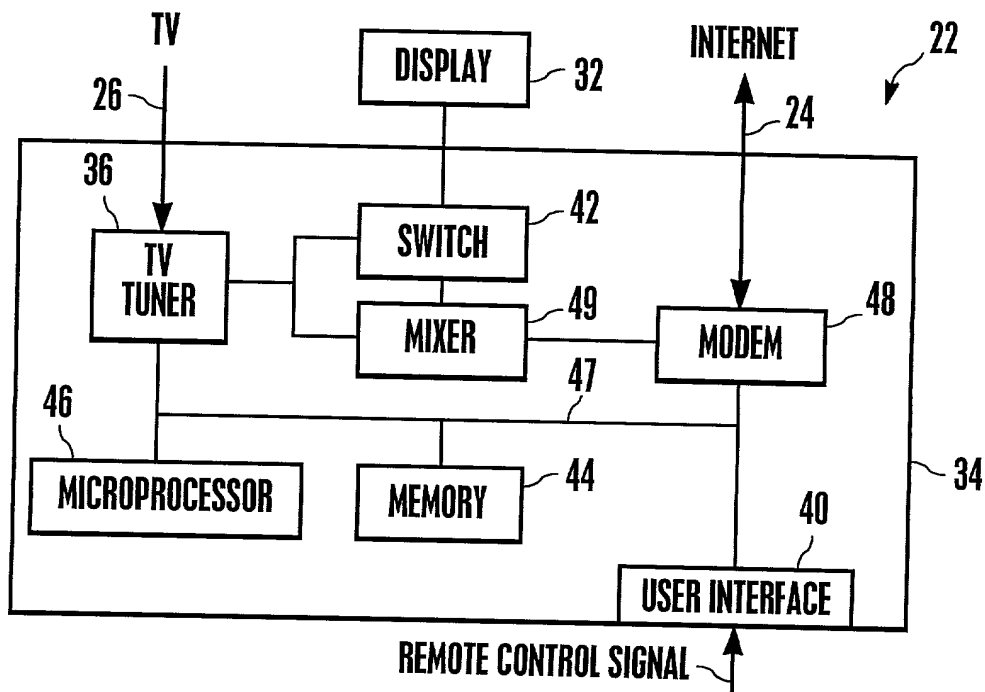


Fig. 2  
ITV Set



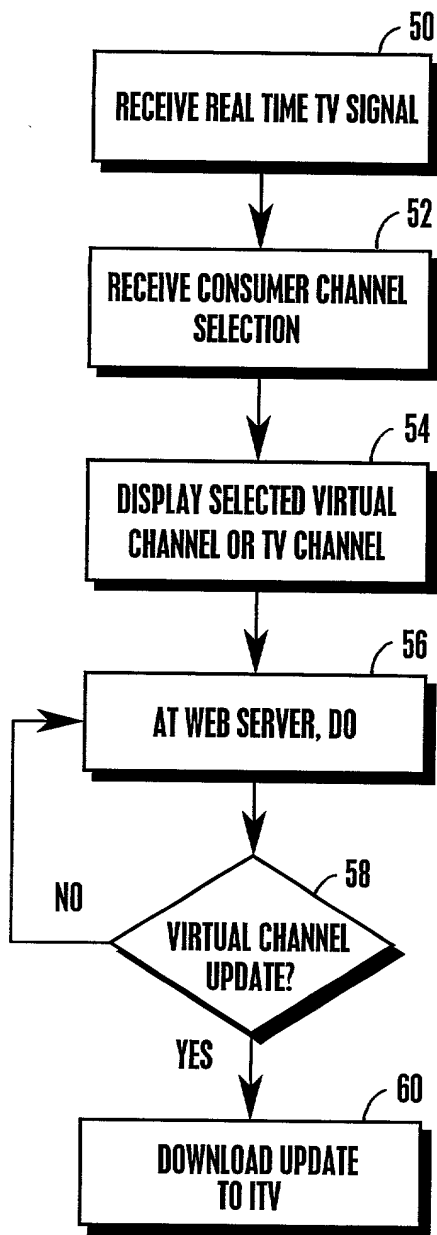


FIG. 3  
OVERALL METHOD

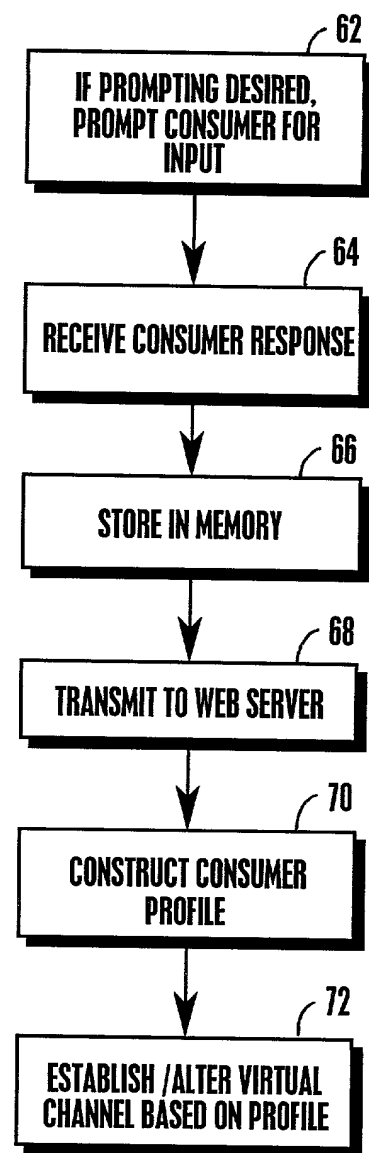


FIG. 4  
ESTABLISHING CONSUMER  
PROFILE